

CONTRACT



WOIO
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

And:

Shorr Johnson Magnus
1831 Chestnut Street
Floor 6
Philadelphia, PA 19103-3700

| | | |
|---|--|--|
| <u>Contract / Revision</u> 821464 / | | <u>Alt Order #</u> 06318690 |
| <u>Product</u> S BROWN-DSCC SKED B | | |
| <u>Contract Dates</u> 09/18/12 - 09/24/12 | <u>Estimate #</u> | |
| <u>Advertiser</u> Brown, S (D)/DSCC | | <u>Original Date / Revision</u> 09/18/12 / 09/18/12 |
| <u>Billing Cycle</u> WEEKLY | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> WOIO | <u>Account Executive</u> Teresa Difuria | <u>Sales Office</u> Telerep-Philade |
| <u>Special Handling</u> Cash In Advance | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> | <u>Product Code</u> |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|-------|------|-------------------|-----------------|---------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| N 1 | WOIO | 09/18/12 | 09/21/12 | The Early Show | 7-9a | | :30 | | | NM | 4 | \$460.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | - TWTF - - | | | | 4 | \$115.00 | | | |
| N 2 | WOIO | 09/24/12 | 09/24/12 | The Early Show | 7-9a | | :30 | | | NM | 1 | \$115.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | 1 - - - - - | | | | 1 | \$115.00 | | | |
| N 3 | WOIO | 09/18/12 | 09/21/12 | Action News at Noon | 12-1230p | | :30 | | | NM | 4 | \$1,900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | - TWTF - - | | | | 4 | \$475.00 | | | |
| N 4 | WOIO | 09/18/12 | 09/21/12 | Price is Right | 11a-12p | | :30 | | | NM | 4 | \$2,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | - TWTF - - | | | | 4 | \$525.00 | | | |
| N 5 | WOIO | 09/24/12 | 09/24/12 | Price is Right | 11a-12p | | :30 | | | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | 1 - - - - - | | | | 1 | \$2,000.00 | | | |
| N 6 | WOIO | 09/18/12 | 09/21/12 | Action News at 4p | 4-5p | | :30 | | | NM | 4 | \$2,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | - TWTF - - | | | | 4 | \$650.00 | | | |
| N 7 | WOIO | 09/18/12 | 09/21/12 | The Insider | 7-730p | | :30 | | | NM | 4 | \$7,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | - TWTF - - | | | | 4 | \$1,750.00 | | | |
| N 8 | WOIO | 09/19/12 | 09/19/12 | Survivor Premiere | 8-930p | | :30 | | | NM | 1 | \$4,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | - - 1 - - - - | | | | 1 | \$4,500.00 | | | |
| N 9 | WOIO | 09/19/12 | 09/21/12 | David Letterman | 1135p-1238a | | :30 | | | NM | 2 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | - - W- F - - | | | | 2 | \$350.00 | | | |
| N 10 | WOIO | 09/23/12 | 09/23/12 | CBS Sunday Morning | 9-1030a | | :30 | | | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | - - - - - 1 | | | | 1 | \$450.00 | | | |
| N 11 | WOIO | 09/23/12 | 09/23/12 | Face the Nation | 1030-11a | | :30 | | | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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|--------|----|-------------------|-----------------|-----------------|----------------|------|--------|-------------------|-------------|------|--------|-------------|
| | | | | | | | | | | | Totals | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | -----1 | | | | 1 | \$450.00 | | | |
| | | | | | | | | | | | | |
| Totals | | | | | | | | | | | 27 | \$22,275.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------|-------------|
| 09/17/12 - 09/23/12 | 25 | \$20,160.00 | \$17,136.00 |
| 09/24/12 - 09/30/12 | 2 | \$2,115.00 | \$1,797.75 |
| Totals | 27 | \$22,275.00 | \$18,933.75 |

Signature: _____ **Date:** _____

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